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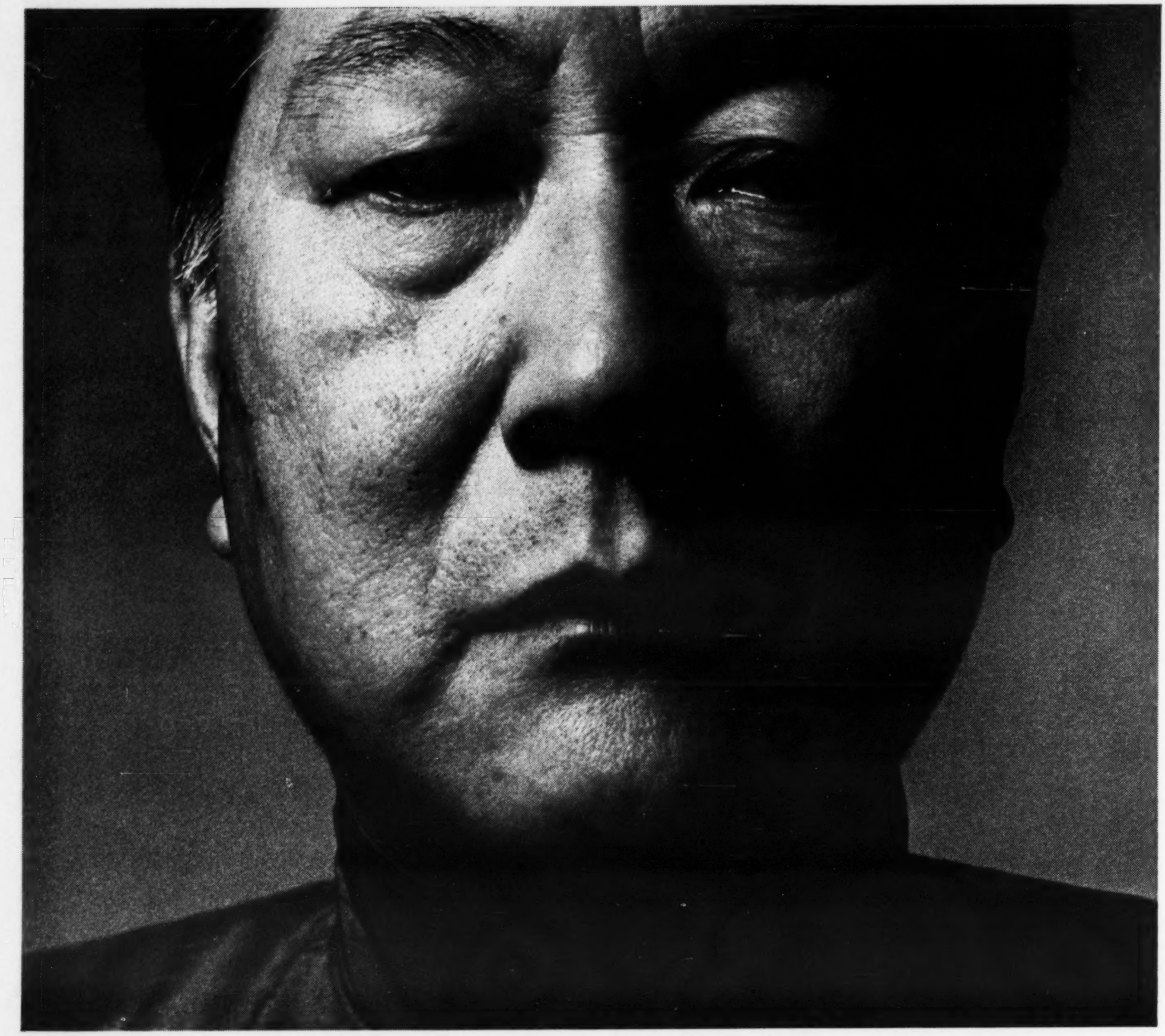

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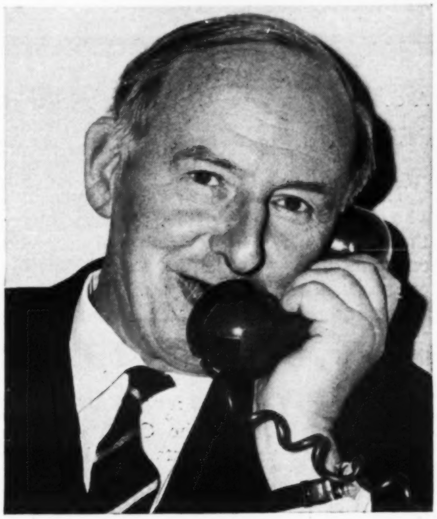
COI and BBC
—a world-wide service for British industry

A message from Lord Brown, MBE, Minister of State, Board of Trade



The articles in the two parts of this Supplement explain how British products can be publicized – at little or no cost to the manufacturers – in almost every country of the world, through the activities of the Central Office of Information and the BBC External Services.

These two organizations set out to create a climate of interest abroad in what British exporting companies have to offer by employing practically every modern method of publicity presentation. I would like to stress here that their services are not a substitute for direct advertising by the companies concerned; but they are an effective and valuable complement.

The communication of industrial news abroad is complex, highly-skilled and expensive. This Supplement defines how radio, television, films, exhibitions and the many forms of the printed word are all used by specialists as part of a massive and continuous publicity drive on the prowess and achievements of British industry, science and commerce. All established and potential exporters can take advantage of this drive.

You will see from the appreciative comments and case-histories in the following pages that very many British companies are currently benefiting from these services – as is, indeed, the nation's economy. Many more can do so. If you are seeking to increase your sales in existing markets or breaking new ground in fresh territories, this publication is designed for you.

No company is too big to use these unique publicity opportunities; no one is too small to take advantage of them.

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Front cover pictures

Reading from left to right, top to bottom: Lilia Roque of the BBC Portuguese Service at the Ideal Home Exhibition, 1966; the COI's telegraph room, the link between the Overseas Press Services Division and British Information Services posts throughout the world; Helen Beliker of the BBC Russian Service at a Building Exhibition in London; Richard Oliver of the BBC External Services, British Enterprise Unit at the International Instrumentation, Electronics and Automation Exhibition; A vital role in the work of the COI's Films and Television Division is played by the telecine control centre. In the production of television film for overseas news, the centre's closed circuit equipment enables producers to evaluate the suitability of individual film shots for the television screen and to assess the screening quality of a finished film.

Board of Trade Journal Supplement 23 September, 1966

COI

The work of the Central

A COMPANY DIRECTOR, watching television in his Detroit home, saw a film about flame-resistant clothing made by a British firm. He was so interested in the product that he made a transatlantic call to Derby to place an order.

The same film was seen on television by a businessman in Oslo, who phoned the Derby firm. The company was Multifabs Ltd., and the film was made by the Central Office of Information. This example of co-operation between industry and the COI illustrates one facet of the services which the Government's publicity agency, acting for the Foreign and Commonwealth Offices and under the general guidance of the Board of Trade, employs in its work of helping to maintain and increase British prestige overseas.

Publicising British achievements

Today one-third of the COI's overseas output is devoted to publicising the achievements of British industry, science and commerce. With the aim of creating a favourable climate abroad for British exporting firms, the COI gives priority to news of products, techniques and achievements, and maintains direct contact with large, medium and small companies offering a wide range of products and services. Every method of publicity is used except advertising and the distribution of direct sales literature such as catalogues, instruction manuals, etc.

With its London headquarters, nine regional offices in England and close liaison with the Information Services of the Scottish Office, the Welsh Office and the Northern Ireland Government, the COI is the 'manufacturer' of the publicity material. The 'retailers' are the British Information Officers at over 100 British Embassies and High Commissions in foreign and Commonwealth countries, and the staff at a further 200 consular and other offices.

The Information Officer's 'customers' are newpapers, trade and technical publications, television and radio stations, cinema circuits, commercial organizations and even individual businessmen. To them he offers the COI material which reaches him by radio, telex and airmail. This was how the film on Multifabs' protective clothing came to appear on the television screens of the world including Detroit and Oslo.

Material is distributed abroad in the language of the country and each story or picture normally carries the name and address of the firm concerned. In some countries, editors and broadcasters

A message from Sir Fife Clark, CBE, Director General, Central Office of Information

Every month the Central Office of Information sends at least 1,600 stories about British trade and industry to the Information Officers in British Embassies and High Commissions in more than 100 countries. Most of these stories are seen by Government Ministers and officers, industrialists, businessmen and other buyers as well as members of the general public, on their TV screens, in newspapers and technical magazines, in the cinemas, and at trade fairs and exhibitions. Information backing the export effort comes mainly from British industry itself. The COI keeps contact with several thousand firms and associations; and in the last few years nearly 3,000 industrial representatives have spent a whole day in the COI offices, cinema and studios, seeing and discussing these trade promotional services.

Now the COI needs still more news items, in words and pictures. It ought to be on talking terms with many more companies who can contribute to this country's scientific, technological and industrial prestige and its export drive. Any firm which, having read this Journal supplement, has a story to tell, questions to ask or suggestions to make, is invited to get in touch with me.

T. FIFE CLARK

Office of Information

The building in Hercules Road, London, which houses the headquarters of the Central Office of Information. Other divisions of the COI are situated in Atlantic House in Holborn and St. Christopher House, Southwark. There are also nine regional offices (see article on page 15)

will publish names and addresses; if they do not, the British Information or Commercial Office will always supply them to an inquirer.

Export publicity services are not restricted to any particular type or size of firm; in fact the small one-factory company has been known to provide some of the best export stories. Publicity can be given to a wide range of products – from a complete nuclear power station to a new design of golf club, from a steel-rolling mill to a new type of dog basket – and to the less tangible but valuable exports of the firms who offer services.

COI output can be tailored to suit the needs of firms and trade associations. All material can be treated in confidence and if a firm decides to make an important announcement in Britain on a given date, the story can be sent in advance and released abroad at the same time, with the COI restricting its material to the country or countries where the firm is making its marketing effort.

Valuable 'shop windows' abroad

News items about industrial activities in this country are not, of course, the only opportunities for overseas publicity. A fruitful field is provided by overseas exhibitions which themselves are a valuable 'shop window'. Although no selling takes place there, a British national pavilion at an international exhibition aims to show this country in the best possible light. Examples of industrial, commercial and technological progress are used to achieve this object.

One recent pavilion had, as a main feature, a complete television studio transmitting over a closed circuit. All the equipment was British and the display aroused considerable interest in a country where there are plans to establish a television service.

The COI's Exhibitions Division, working on behalf of the Government's Overseas Departments and the Board of Trade, is responsible for staging all official information and prestige exhibitions overseas. However, it also gives a direct service to industry by designing and producing stand accommodation for British sections of foreign trade fairs and supplying a wide range of exhibition and point-of-sale material for other trade promotion projects, particularly 'British Weeks'.

Whether it is a prestige pavilion, a trade fair with British firms showing goods on COI stands or a 'British Week', the other divisions of the COI make full use of the publicity openings. Advance publicity for an overseas venture can include items based on supporting events, individual firms or whole industries, British personalities associated with the venture and products which will be displayed.

Similar techniques are used when firms, trade associations or Chambers of Commerce send missions abroad. A mission's itinerary can be sent in advance to the appropriate countries, stories about participating firms can be supplied, a recorded interview with the mission's leader may be offered, space in a regular film or television programme may be devoted to an industry or to a firm and its products. They can all help to pave the way for a mission.

Industry on show at home

While attention is being brought to British goods and services overseas, the Tours Division is, in effect, helping to put British

What industry says . . .

'We think the COI export publicity services are a tremendous advantage to firms, particularly the medium-sized firms. . . . As a result of COI publicity in recent months we have received many inquiries from the United States, Japan, Peru, Australia and New Zealand, India, South Africa and countries of the Middle East, and several have led to orders. . . .'

Mr. Ian MacGregor,
Marketing Manager,
Vacu-Blast Ltd.,
Shot-blasting Equipment Manufacturers,
Slough.

'We have had a substantial response from overseas and we think that this stems entirely from the help we have had from the COI. Inquiries have been received from India, Japan, Australia, New Zealand and almost all the European countries, as well as the USA and Canada.'

Mr. Hubert P. Lord,
Managing Director,
The Oriental Tube Co. Ltd.,
West Bromwich.

'Very many thanks for the press cuttings. I know that you are doing a great deal to assist us in our overseas sales, and the cuttings help to prove the point. I feel sure that you will be pleased to know that during last year a release which you distributed in the United States brought nearly 80 requests for further information.'

Mr. R. G. Cook,
Timsons Ltd.,
Rotary Press Manufacturers,
London and Kettering.

'We have been exporting for some considerable time, but it is only comparatively recently that we have enlisted your help. . . . The result has been more than encouraging. We have received inquiries from all over the world and, surprisingly enough, we have had telephone calls from a number of interested potential customers and one from as far away as the United States. This is an indication that your presentation must have been compelling and provided us with the very useful first step in overcoming the initial sales resistance.'

Mr. C. Heafield,
Managing Director,
Multifabs Ltd.,
Manufacturers of protective clothing,
Derby.

'Recently the Scottish Information Office wrote an article about a Glasgow company, Safeticurb, for publication in magazines and newspapers overseas. Because of this the company received 200 inquiries from 16 countries and some of them have already reached the stage of being on a fairly serious basis.'

Report in the Glasgow Herald,
March 21, 1966.

'Just a line to say how pleased we are with the response that has come in from many countries following your publicising details of our new ultra-violet hand lamp. There has been a remarkable response from Canada, USA, New Zealand and Spain, with a considerable number of inquiries from other places. One of the intriguing things has been the number of detailed letters with technical inquiries, these are so much more valuable than the standard "information request" type of note. . . .'

P. W. Allen and Co.,
Optical and lighting engineers,
*London, N.*1.

The work of the Central Office of Information *continued*

industry on show at home. It arranges visits to this country by influential people – politicians, government officials, civic leaders, journalists, etc. – from over 100 countries, and there are few visits which do not involve contact with industry. Immediate benefits from this operation include the interviews given by visitors during their stay in Britain and sent back to their home lands, and the lectures, broadcasts and articles they produce after returning home. Long term benefits, of goodwill and better knowledge of Britain, are perhaps more important.

Over the whole field of export publicity, the basic requirements are that it should be for British industry and commerce, and that an item should have intrinsic news value. The COI's reputation abroad rests on the fact that editors, broadcasters and other recipients know that material supplied to them has real value. Manufacturers may be in doubt about the value of a news item for overseas use – the guide line here is: 'Contact the COI.' The professional staff are trained to spot and evaluate possible publicity material.

Does it work?

The industrialist is usually impressed with the scope of the COI export publicity services but at the back of his mind may be the questions: 'Does it work? Is all this output used?' The value of the COI's work is gauged from two sources. The first is the constant flow of appreciative letters from firms – examples are reproduced above; they speak for themselves. The second is the fact that, between October 1960 and September 1965 nearly 50,000 cuttings from overseas publications were sent to about 9,500 British firms. It is conservatively estimated that the figure of 50,000 cuttings represented less than 10 per cent of the total usage. In Federal Germany alone, about 400 industrial news stories are placed each year, with an average of 1,000 reproductions. 'British Calendar', a regular television programme, is used in America alone by 140 stations, and the demand for the broadcasting tape service is such that it now employs 50 languages. Four magazines in 16 languages have an annual print order of five million copies.

Other articles in this Supplement describe the COI's individual services in greater detail, but if any firm or trade association wish to know how they can be helped, there are three courses of action – contact any COI office, take part in a visit to the COI headquarters or send for a special booklet, 'Worldwide Export Publicity Service'.

Nearly 3,000 representatives of firms, trade associations, Export Councils and publicity consultants have so far visited the Department's Lambeth headquarters to see at first hand what the COI does to aid British industry. The visits usually last from 10.30 a.m. to about 4 p.m., with a working lunch, and their value to industrialists was summed up in a comment from one director: 'I had no idea that the COI does such a big job for British industry abroad. All firms ought to know about its services.'

The booklet is free and has been designed as a quick reference guide for the exporter. Each method of publicity is described concisely – less than 200 words in every case – together with the telephone numbers of COI staff who can deal with and advise on requests for help. Most important – and what industrialists have found most valuable – is a simple list showing the type of story a particular medium can use. Also listed are all COI Regional Offices and the Information Offices for Scotland, Wales and Northern Ireland. The booklet can be obtained on request from the Office of the Controller (Overseas), Central Office of Information, Hercules Road, London, S.E.1.

Actualites Techniques d'Outre-Manche
Made in Britain
THE LATEST INDUSTRIAL AND COMMERCIAL DEVELOPMENTS
الجديد
أخبار صناعية وتجارية من بريطانيا
ACTUALITES INDUSTRIELLES DE GRANDE-BRETAGNE
ULTIMA HORA
NOVEDADES COMERCIALES E INDUSTRIALES DE GRAN BRETAÑA
Made in Britain
Derniere Heure

How the COI's overseas press services operate

AN EXPORT PUBLICITY AGENCY of over 100 journalists, backed by over 60 translators, typists, and other ancillary staff, and equipped with a telegraph/radio centre capable of world-wide coverage is beyond the resources of any one firm, but these are the facilities the COI's Overseas Press Services Division offers to British industry. Each year, it sends out over 6½ million words in the form of industrial news items and feature articles for use by the press of the world.

Any British firm or trade organization can be featured in the OPS services provided that the basic essential is present – a story with genuine news interest. A new product or process, a success in industrial research, an outstanding export order or a record output are obvious topics for overseas press stories. There are many others which might not occur to the industrialist – the anniversary of an invention or an achievement, the training of personnel from a foreign country, the use of imported raw material particularly from developing countries.

In its work of presenting an up-to-date picture of Britain to the world, the OPS Division is organized on much the same lines as a large news agency; with its reporters, sub-editors, special correspondents and, of particular importance, its industrial section.

OPS treatment of industrial news falls roughly into three categories – immediate, topical and non-dated. The immediate news is the 'front page story' likely to interest daily papers all over the world – a record-breaking run by a British car is one example. Such stories are sent immediately by teleprinter and radio so that British Information Services posts abroad are able to supplement the reports sent out by the news agencies or supply the story to newspapers which do not subscribe to news agency services.

News items of topical interest are sent out in the various airmail services of OPS. Intended for industrial correspondents, trade and technical journals, they are used either in the 'British Industrial and Trade News' service sent out every 24 hours in English, Spanish, French and Italian versions, or in the daily airmail programmes of the four regional groups of OPS – North and South America; Europe and the Middle East; Asia, Australia and New Zealand; and Africa and the Caribbean. Each group produces specialized material for the area of the world it serves and a particular advantage of this system is the accuracy with which an item can be directed – to the press of a group of countries, of one country or even one particular town or city.

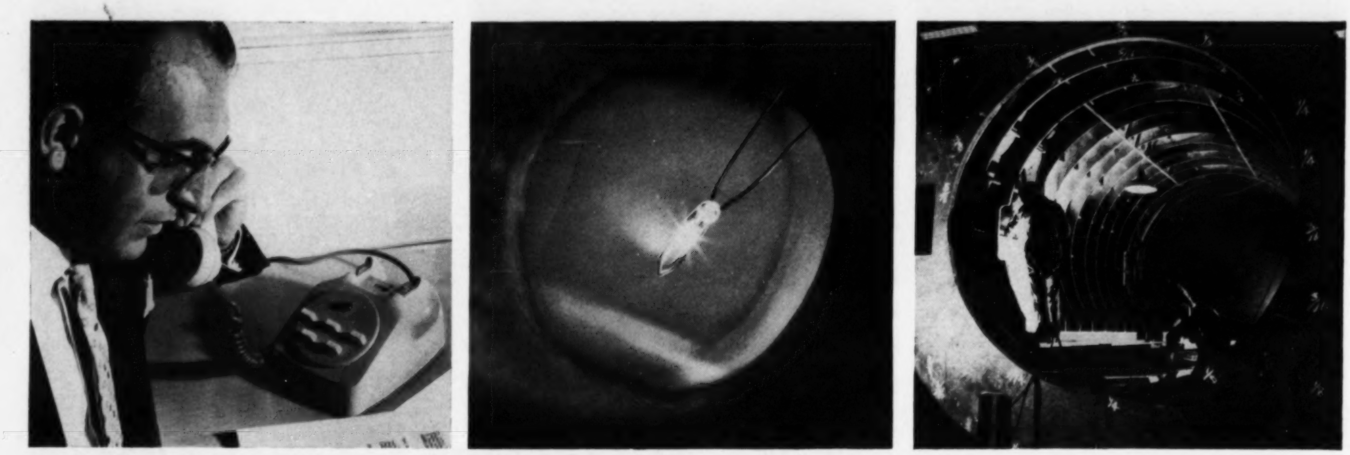
In order to help British industry in the vast markets of the United States and Canada, OPS provides a specialized daily airmail service on new products and processes; each item in which is accompanied by background marketing notes. The intense competition of the North American markets – and the equally intense competition for space in the trade press – mean that COI journalists must make searching inquiries with manufacturers. A British product is news in the United States only if it has features which make it more attractive than similar products already available, and this aspect has to be thoroughly explored before a news story can be sent across the Atlantic. Detailed inquiries must also be made about delivery dates, ability to meet possible heavy response, licensing and agency arrangements.

Still in the topical field, a weekly airmail service covers latest developments in shipbuilding and marine technology, and there is a regular service of advance publicity on what British industry will be showing at fairs and exhibitions in this country and abroad.

The non-dated industrial publicity from the Overseas Press Services

(*Continued on next page*)

The print room at Hercules Road, headquarters of the COI in London. Over 300,000 *photographic prints (colour as well as black and white) are distributed by Overseas Press Services as well as news items and feature articles.*



Some of the many hundreds of photographs distributed overseas by the COI together with news items and feature articles. Left to right: a teledictation system at the Business Efficiency Exhibition; a tiny electric light displayed during the British Trade Fair in Oslo; a turbo-generator under construction at C. A. Parsons & Co. Ltd., Newcastle-upon-Tyne.

A COI photographer toured the Midlands for the COI Trade and Technical Picture Service recently. From left to right: fine British china for export at W. T. Copelands, Spode; the Vono bedding factory at Tipton, Staffs; cutting crystal glass at the Stourbridge works of Stuart Crystal Ltd.

Division is spread over a wide field. Feature articles from the Industrial Section play a major role in this exercise. Each year, between 800 and 1,000 articles on British industrial development and technology are commissioned by the Section from contributors such as industrial scientists, engineers and technical journal editors.

Industrial Section's success with the technical feature article can be judged from the fact that one-third of its annual output is produced in response to requests from overseas editors. To help in placing highly technical articles, the Section operates a synopsis service under which editors can see a precis of a projected article. Last year, every single synopsis circulated brought requests from foreign editors for the article it previewed.

A new product or process story may also be used by the Industrial Bulletins Unit which produces its material for the business and industrial pages of overseas publications, overseas government departments, buying agencies chambers of trade and even the individual businessman. The Industrial Bulletin in a single-sheet pamphlet containing illustrations – photographs or drawings – together with a concise technical description of the process or product. The manufacturer's name and address is quoted, and British Information Services posts handling the Bulletin are also supplied with marketing information on price, delivery dates and agents to assist prospective purchasers.

Last year, over 600 Bulletins were produced in seven languages, with the total circulation reaching nearly 350,000 in 75 countries.

While OPS Division is producing its 6½ million words a year, the Photographs Division is sending out about 300,000 prints and 50,000 printing blocks of industrial pictures to British information Services posts in 115 countries. To illustrate Industrial Bulletins alone, the Division provided well over 14,000 prints in 1965.

Besides supporting the Industrial Press Services, Photographs Division itself distributes photographs of industrial subjects, backed with factual captions. These photographs are either taken by COI photographers or obtained from industry. Last year, British firms supplied 33,000 free prints for overseas use, and a further 144,000 prints were made by the COI from negatives loaned by firms. Major home exhibitions, such as the Motor Show, are given special photographic coverage so that plenty of pictures can be sent overseas.

The Photographs Division also maintains the stock of photographic libraries at BIS posts. A similar service covers supplies of photographic "stills" suitable for use by foreign television stations. The latter service was started in 1963 and now extends to 169 stations. It consisted originally of single pictures of British personalities and places of interest for 'background' purposes, but many television stations are now requesting sets of from three to six pictures on a single theme, together with a 'commentary', for inclusion in 'News from Britain' type programmes.

British products come in front of the cameras during the telerecording of 'London Line' – a COI television magazine programme.

Britain through sight and sound

BELOW
Discussing a radio programme for transmission to Europe.

EVERY HOUR of every day someone in over 100 countries throughout the world listens to the voice of Britain – or sees some aspect of British scientific cultural or industrial achievement.

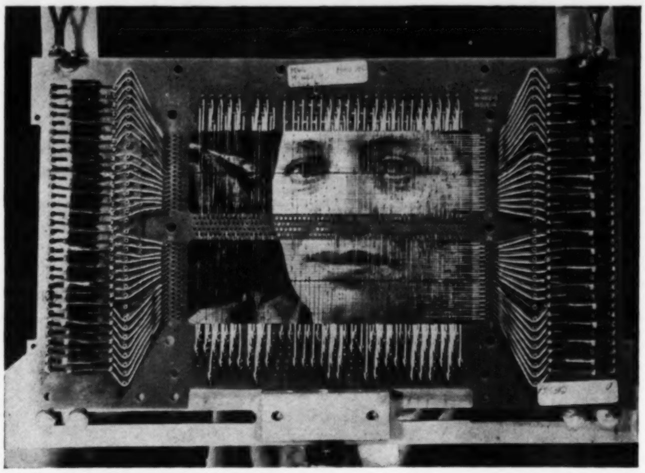
The 'someone' may be a high government official, an industrialist, a politician who is the guest of the ambassador; he may be a student at university or a businessman at home. And each is absorbing Britain's message because it has been designed to be of particular interest to him. That is the basis of the Central Office of Information's success in the use of the mass communications media of radio, films and television to present Britain to millions of people overseas.

Its Films and Television Division contributes to Britain's prestige partly by the production and acquisition of material related to the audience groups within the target areas, and partly by distribution campaigns which not only bring the material to the intended audience, but also promote its acceptance.

Three types of film

Three main types of films are supplied, each designed to appeal to particular audience categories and for particular distribution outlets. Probably the most influential overseas audiences are reached by direct invitation from Embassies, High Commissions and Consulates to see selected films. These audiences may be the 'great and the good' of their respective countries – or they may be the opinion moulders of the future.

A major British Information post normally has a film library, well-stocked with prints and open to all relevant groups, juvenile and adult, social and cultural, industrial and trade union, educational, commercial, professional, religious, secular and political. The films they see come from two sources. The majority are sponsored by British industry for normal home and export commercial



purposes for distribution to industry's selected purposes. These films are selected by COI, Foreign Office and Board of Trade specialists who evaluate them in relation to the overseas audiences and select those which will do the most good for Britain and British industry, commerce and science. Last year 161 of these films were selected and their overseas distribution rights acquired by COI which prepared foreign language versions at no cost to the sponsors. The Foreign Versions Unit is geared to work in over 50 languages.

Other films are financed in part by COI on behalf of the Overseas Departments – the Foreign Office and the Commonwealth Office – and in part by trade associations representing manufacturing groups particularly interested in export promotion. Last year the Government and industry spent over £50,000 on films to sell British aircraft, ships and locomotives all over the world.

Shows on Overseas TV

The rapid growth of television overseas and the continued enthusiasm for newsreels and film-shorts shown by overseas cinema audiences has resulted in COI producing much material specifically for television and cinema programmes. Each film televised gains a simultaneous audience that may run into millions; each film shown in the cinema reaches deep into countries, theatre by theatre, over a period of months.

Films and Television Division now have seven weekly newsreels, three high-level cinema magazines, seven varied television programmes and a news film service which offers up to 15 to 20 short items each week to television. All these programmes have numerous regional variants and are made in a number of foreign language versions. They are dispatched from COI headquarters to well over 100 territories, and in some of these areas 60 minutes of official British material is screened on television each week. These programmes, designed to compete with the world's best, are top-quality presentations featuring over 3,500 stories each year, of which 1,000 are about British industry or science.

The Radio Division

COI's Radio Division offers a broadcasting service which is complementary to the External Services of the BBC. The COI offers recordings, either sent on tape or transmitted via radio-telephone wire, which are in regular demand for transmission by hundreds of local radio stations in over 100 overseas territories. The COI material may be a complete programme or feature – or it may be short items designed for cutting into locally produced programmes, particularly those of the news or magazine type.

Members of the Radio Division adjusting a tape deck.

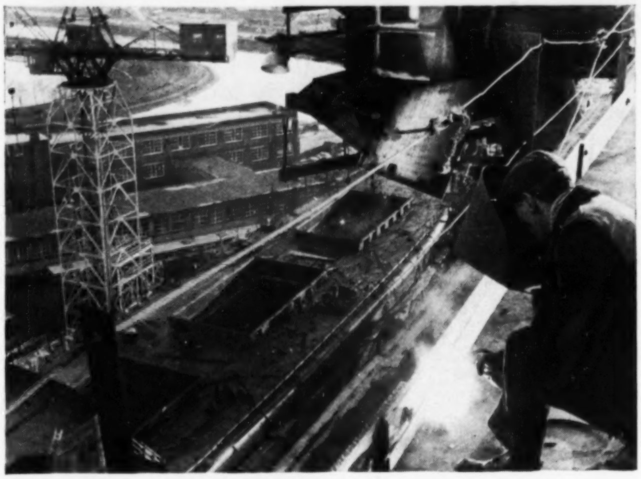
Every year nearly 3,500 radio programmes in about 50 languages are dispatched to and broadcast in over 100 territories. Of this material 750 hours deal exclusively with themes connected with British industry, commerce, or science.

One of the bigger problems is to find top-quality story content to meet the demand from overseas. A spokesman for Radio Division comments: 'Industrial public relations men are constantly on the look-out for media to carry their industrial news and achievement stories, but too many forget that overseas radio is really interested in industrial, commercial and scientific stories. In the developing countries all over the world progress is news.'

COI newsmen and scriptwriters keep a watch on industrial and scientific developments for news of achievements in order to be first with it overseas. Firms which would like to be featured in world-wide TV and cinema programmes and on radio are advised by COI Film and Radio newsroom that:

An insular British story lacks appeal overseas;

Overseas audiences want to see and hear stories which tie in



Stills from recent films produced for or acquired by the COI. From left to right (*starting on page* 10) *are shots from* Horizons Unlimited, *produced by World Wide Pictures Ltd. for the COI and the Society of British Aerospace Consrructors; the film* Electronics in Harness, *produced by Verity Films for Mullard Limited, whose overseas distribution rights have been acquired by the COI. From* Ships for the World – Built in Britain, *made by the Short Film Group of the Rank Organisation for the Central Office of Information on behalf of the Foreign Office and the Commonwealth Office. From top to bottom on the right are: A still from the film* Project D *which shows the manufacture in Britain of a new range of commercial vehicles and which was produced by Littleton Park Film Productions for Ford Motor Co. Ltd.* (*Overseas distribution by COI*); *a shot from* Green to Glory, *made by A. B. Pathe for the COI as an account of British motor racing today; and a still from* Rayon – First Among Fibres, *produced by Film Centre for Courtaulds Ltd. Overseas film distribution rights have just been acquired by the COI.*

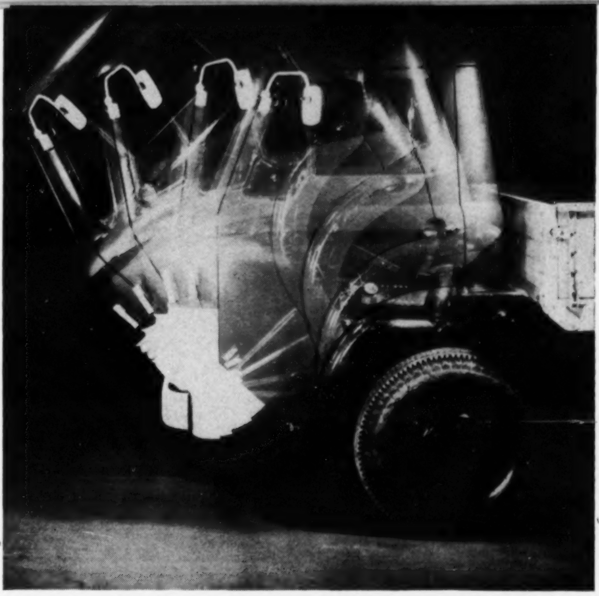
with their own country or which will eventually affect life overseas.

Popular subjects with overseas audiences are:

Industrial or scientific achievement of international importance;
Visitors to Britain – experts, trainees or missions;
News of British businessmen going overseas;
News of developments, conferences, etc.;
Personality stories which can be used as story background to enhance Britain's prestige.

Where the co-operation of independent British enterprises is involved in the production of radio and TV items for overseas use, no financial contribution is expected or asked for. COI provides a free service which is part of the Government export assistance programme.

Recent surveys indicate that 73 per cent of COI's radio material and between 65-70 per cent of the film and television material sent to the overseas territories achieve their full distribution potential. This means that every year well over 1,000 stories about British industry are given good air or screen time to their intended audiences. And the audiences for films, seen in the cinemas and on request by selected audiences – number many millions each year.



MAGAZINES . . . NEWSPAPERS . . . LEAFLETS . . . BOOKS. . . PAMPHLETS . . .

A picture of Britain through the printed word

baksvarer
NEWSPAPERS AND MAGAZINES FROM BRITAIN on sale here
FAMILY DOCTOR
Motor Boat and Yachting
FLIGHT
GEOGRAPHICAL
RIDING
TELEVISION

British magazines and newspapers on display in a Copenhagen shop during the campaign held early this year by the COI (in conjunction with the Joint Export Policy Group of the Newspaper and Periodical Proprietors' Associations) to increase the sales of British publications in the city. A similar campaign was held in Oslo.

EARLY THIS YEAR, British newspapers, general-interest magazines, and trade and technical journals made a forceful impact on two Scandinavian capitals, Oslo and Copenhagen. Bookstalls and kiosks made special displays of British publications, and point-of-sale material; press conferences and direct mailing helped to increase public interest. In conjunction with the Joint Export Policy Group of the Newspaper and Periodical Proprietors' Associations, the Central Office of Information organized these sales promotion campaigns and provided all the promotional aids, to increase knowledge abroad of present-day Britain, its aims, policies, industry, commerce and products.

These campaigns were just one of the ways in which the COI uses the printed word to help create a favourable overseas climate for British exporters, and similar campaigns in Lyons, Canada, the United States and Latin America are being considered. The COI's Publications Division annually distributes over 2½ million copies of officially produced booklets, pamphlets, folders, posters, wallsheets and maps, in over 30 languages, and 4½ million copies of official magazines in 16 languages. About one-third of the contents are concerned with industrial, scientific and technological matters.

The magazine with the largest circulation is 'Commonwealth Today', produced in colour every six weeks in English and 14 Asian and African languages. It has a circulation of about 500,000 copies. Its emphasis is on Britain's role in the Commonwealth, but it also contains articles on technology, science and industry, and on new inventions and products.

One magazine produced by the COI is distributed only in the Soviet Union. Published quarterly, 'Anglia' is a pocket-sized Russian language general-interest production sold from Russian bookstalls for 40 kopecks (about 3s. 6d.). Immensely popular in Russia, it gives an objective presentation of British life, particularly in the spheres of culture, science and technology. Although intended for a general readership, it often features a facet of British industry such as road vehicle production.

'Made in Britain' — in seventeen languages

Publications Division gives direct aid to exporters by producing booklets and folders which are distributed at trade fairs. 'Made in Britain', a general booklet, has been produced in 17 languages, and 'It Pays to Buy from Britain' in 14. For a major trade fair, the Division may produce a special booklet in the language of the country. If distribution is at a general trade fair, the booklet may review aspects of British industrial design, but for a specialized enterprise, it may concentrate on a particular industry.

Work in progress at the COI's Distribution and Shipping Section. Information material is despatched by GPO van on the first stage of its journey to British information posts overseas.

Dr. B. V. Keskar, chairman of India's National Book Trust, took a special interest in the Government's low-priced books scheme, administered by COI, when he visited Britain recently.

The Division also produces a series of independent books under the general title of 'Good Business'. These relate to a particular industry and are produced in collaboration with the industry itself for particular territories, usually in conjunction with particular events. They aim at giving technical details of what the industry can offer to importers in the area concerned, including such details as after-sales service, maintenance, etc. They also include a brief guide to manufacturers and other local agents.

Low-Priced Books Scheme

Publications Division also handles the Government's Low-Priced Books Scheme which makes textbooks easily available to students in emerging countries. Selected books, produced commercially in this country, are reprinted in editions which can be sold abroad at low prices. They extend from the works of Shakespeare to applied hydraulics and inorganic chemistry, and are chosen by an independent committee of eminent people. The Publishers' Export Consortium, composed of firms pre-eminent in the export field, is consulted on production.

The scheme may have long-term value to British industry. Many of the textbooks help students to speak and read English, others deal with scientific and technical matters. A student of electrical engineering buys British low-priced textbooks and learns British methods and British equipment. Later, qualified and occupying a position of responsibility in his own country, he is quite likely to turn to Britain for new equipment and technical services.

Specialized magazines from Britain

The 'Specialized Magazines from Britain' scheme, which formed part of the Oslo and Copenhagen campaigns, is on similar lines. It enables the introduction of trade, technical and specialized periodicals to people of influence overseas, and encourages them to become subscribers. It also attracts subscriptions from young people expected to fill positions of influence in later life. The scheme includes many of the leading British trade, technical and specialized magazines, including journals of opinion. Those interested in the chemical and petroleum industries, for example, have a choice of 16 weekly, fortnightly or monthly journals. Advertisers have the benefit of being brought to the attention of overseas readers.

The COI sends British newspapers, periodicals, official publications and industry's own prestige material to British Information Services posts abroad. Some are presented to influential people, Embassy and High Commission staff are kept up to date on affairs in Britain, British Information Services reading rooms are serviced, and displays are mounted at exhibitions, trade fairs and other public events. Each year, over 200,000 copies of some 400 different publications produced by British industry – including wallsheets and calendars – are distributed.

The work of Reference Division

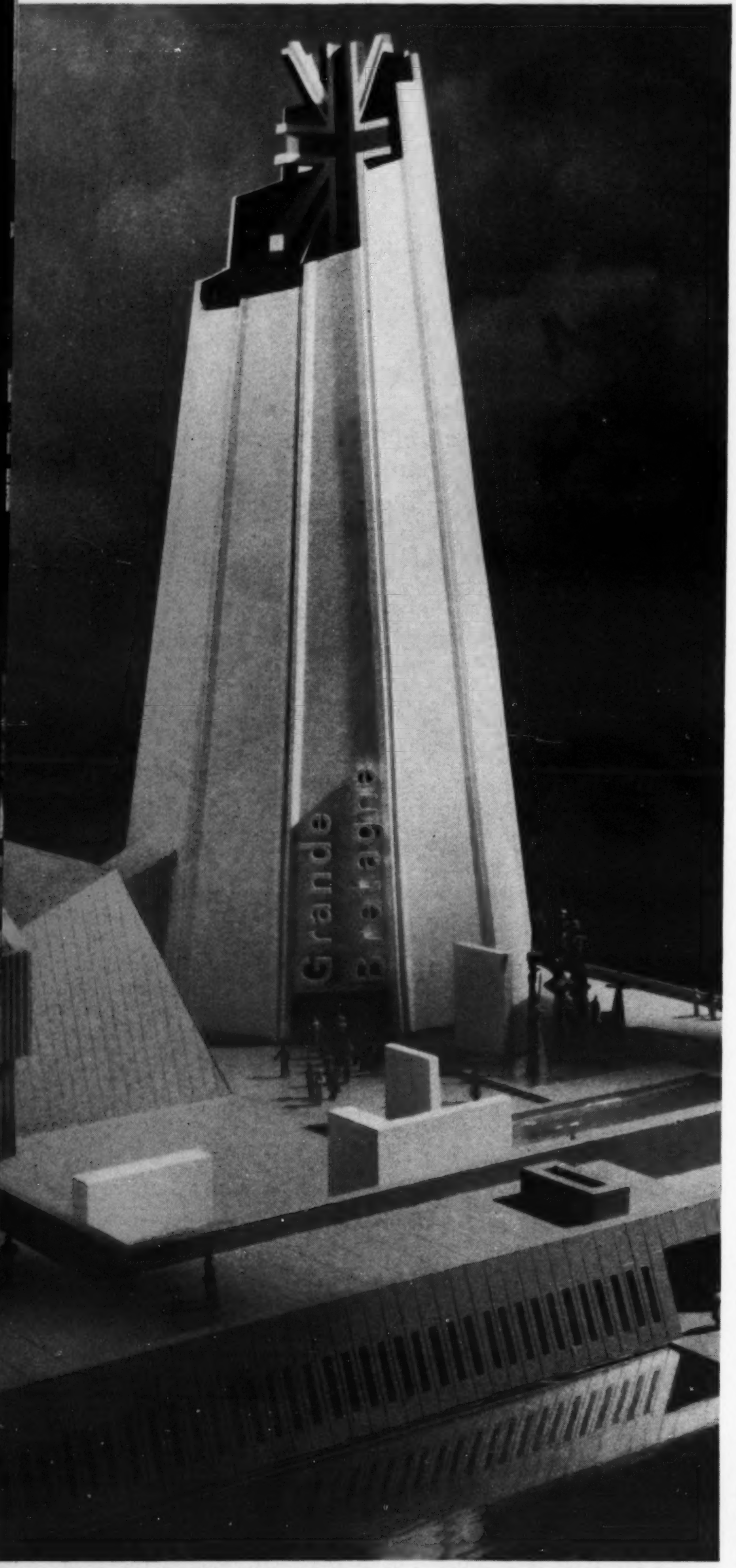
The Central Office of Information's Reference Division plays a notable part in the presentation of Britain through the printed word. Annually, it dispatches more than 2 million copies of reference documents overseas. Outstanding among its publications are 'Britain: An Official Handbook' (overseas edition 20,500 copies), 'Britain in Brief' (issued in 11 language versions), '50 Facts About Britain's Economy', and 'Some British Records and Achievements in Science, Industry and Technology'. The series, 'Fact Sheets on Britain', contains over 30 sheets on the main industries and many other of the Division's productions record the industrial and commercial scene in Britain.

Reference Division material helps to brief Diplomatic Service officers, and is distributed to the overseas press, Government officials, local authorities, trading organizations, industrialists, universities and colleges, and clubs. Overseas correspondents stationed in London, Embassies and High Commissions in London and officially sponsored visitors to Britain also receive Reference Division publications.

Businessmen going overseas are often asked to address Rotary Clubs and trade organizations, or to give press, radio or television interviews, and here Reference Division publications can be of great assistance. Booklets such as 'Some British Records . . .', 'Britain in Brief', '50 Facts . . .' and 'Talking Points on Britain's Economy' are all available to industrialists going abroad. They are not bulky, and with a value quite out of proportion to their size.

COI TOURS AND EXHIBITIONS

Let them see you—at home and abroad



Model of the British Pavilion for the World Exhibition to be held in Montreal from April to October 1967. British participation in Expo '67 is being organized by the COI for the Commonwealth Office.

EACH YEAR THE COI organizes tours for about 2,000 officially sponsored visitors to this country. Drawn from over 100 countries, they include journalists, broadcasters, trade unionists, civic leaders, politicians, Government officials and other leaders of opinion. The aim is that they should see for themselves Britain and its people, customs, industry and culture.

The programmes for many of them include visits to factories and research establishments, and particularly to those firms which do business with the visitor's home country.

The visits, arranged by the COI's Tours Section, are not organized as selling operations, and most of the visitors are not in a position to place orders, but a foreign journalist can promote trade by writing about his tour, and an official or politician, by speaking about it, may increase awareness of what British industry has to offer.

A tour can help a firm with publicity in other ways. An interview given to a COI journalist may be offered to the press and radio in the visitor's home country. These interviews, which have proved very acceptable, often refer to British products and achievements seen during visits to factories. Some of the visitors, on returning home, lecture, broadcast or write about what they have seen.

Technical journalists from overseas find British industry and research particularly interesting, and the COI shows them the latest and best. Less specialist tours are arranged for members of the Foreign Press Association and the Commonwealth Press Union, the London-based correspondents of overseas publications.

An interesting product, an ultra-modern production line, a new feature of research, an improved production method . . . these are the sort of things visitors wish to see, though some factories are visited because of their good labour relations, welfare or training facilities.

Tours are planned so that the hosts are not inconvenienced. A COI officer escorts the visitors and an interpreter is provided if necessary. The firm is asked only to demonstrate its processes and to have expert staff on hand to answer questions. Hospitality is often offered to visitors, but this rests with the firm.

The more complex task of displaying British industry overseas is undertaken by the Exhibitions Division. Other Government Departments, including the Board of Trade, decide on the number and scale of overseas exhibitions, and the COI is responsible for design, production and management. Over 100 overseas ventures a year are organized, ranging from small information stands to major showpieces at world fairs.

Exhibitions Division's work falls into two categories – prestige and support for selling.

An outstanding prestige exhibition will be the British Pavilion at the Universal and International Exhibition (Expo 67) in Montreal next year. Britain will have a three-acre site there, and the pavilion will include an industrial section featuring British achievements in the shape of the world's most advanced atomic power plant, marine radar, new developments in vertical take-off aircraft, hovercraft, ships and the world's fastest camera.

In direct support of exporting, the COI's work for the Board of Trade ranges from British exhibitions and national pavilions at international trade fairs to official information stands. 'Joint ventures', in which trade associations or groups join with the Board of Trade to arrange a block British representation at an overseas

A visit to the Moulton Bicycle factory was among the arrangements made by COI for a party of Local Government Representatives from Kenya who visited Britain for a month as guests of the Commonwealth Office.

trade fair, form a large part of the Exhibitions Division work. The COI produces designs and plans for the stands, supervises construction, and arranges provision of services – water, electricity, telephones, etc. A central feature – it might be a hovercraft – often draws attention to the British sales area.

The British pavilion at the Republic Festival Show in Johannesburg this year was occupied completely by a Board of Trade/British Electrical and Allied Manufacturers' Association display. The COI provided 4,250 sq. ft. of stand space for 22 firms.

Supporting materials and facilities are also provided for British weeks and store promotions overseas. To help project consumer goods the Exhibitions Division supplies point-of-sale accessories – window display material, show cards, booklets, etc. It also designs and supplies street decorations, illuminations and huge replicas of British symbols such as Big Ben. If the display facilities of a foreign city are limited, a temporary exhibition hall may be provided, or even a bandstand built for a visiting British Army band.

Other Divisions supply supporting publicity for overseas exhibitions and promotions. They work with Government Departments, the Confederation of British Industry, the British National Export Council and allied organizations.

Advance publicity for a major promotion may be spread over nine months. For use in the overseas press up to 150 general feature articles are supplied on Britain's economy, her trade with the country or city where the exhibition or fair is being held, and the industries most involved. News items and features mention firms exhibiting at the fair and, and in the case of a British Week, the supporting events which are being staged. Photographs and printing blocks are sent to illustrate news items and features, together with point-of-sale material such as photographic display sets.

Radio Division's support includes recorded interviews with Government Ministers, businessmen and others associated with the fair or exhibition, while the Films Division covers preparations for the event in its regular programmes for cinema and television. Sometimes stock films are used to help build up interest.

Reference and Publications Divisions supply printed material for distribution to the press and to visitors at the fair. A special booklet, in full colour and in various language editions, may be produced to describe latest achievements in British industry. The cover of one recent booklet bore a cut-out design which could be made up into a model of the VC10 in BOAC livery.

The growth of the Exhibitions Division's work is a pointer to the commercial successes achieved and to the effectiveness of advance publicity. The local press published 900 COI features on a British Exhibition in Australia. The space they occupied, with accompanying photographs and news items, would have cost £82,000 at local rates – and this does not take into account the 450 television prints and 20 radio programmes which were also used.

Keeping in touch with regional industry

LIKE THE FIRMS who use its services the Central Office of Information goes out for business, creating a favourable climate abroad for British exporting firms by telling prestige stories about new products, techniques and achievements. By doing this it helps more and more businessmen to sell overseas and is kept closely in touch with them through its Regional Offices, which, in addition to their main work of furthering the Government's home and overseas publicity, can advise firms on the presentation of Press material and see that it reaches the most suitable overseas outlets.

The Regional Offices are in Newcastle, covering the Northern Region; Leeds, East and West Ridings; Nottingham, North Midlands; Cambridge, Eastern Region; London and South-east; Reading, Southern Region; Bristol, South Western Region; Birmingham, West Midlands; and Manchester, the North-west. The Scottish, Welsh and Northern Ireland Information Offices also provide COI Headquarters with overseas publicity material.

Anyone with a product which he thinks will add to British

WHO TO CONTACT

Further advice and information about the official export publicity services can be obtained from:

Office of the Controller (Overseas), Central Office of Information, Hercules Road, London, S.E.1 (Tel. Waterloo 2345, Exts. 241 and 242) or the following COI Regional Offices:

Region	Address	Telephone and Telex Number
Northern	**COI, Wellbar House, Gallowgate, NEWCASTLE-UPON-TYNE 1.**	**NEWCASTLE 27575 Telex 53277**
East and West Ridings	**COI, City House, LEEDS 1.**	**LEEDS 38232 Telex ECONPLAN 55472 Messages to be prefixed 'FOR COI'**
North Midland	**COI, Cranbrook House, Cranbrook Street, NOTTINGHAM.**	**NOTTINGHAM 46121 Telex 37572**
Eastern	**COI, Block A, Government Buildings, Brooklands Avenue, CAMBRIDGE.**	**CAMBRIDGE 58911 Telex 81187**
London & South Eastern	**COI, Hercules Road, Westminster Bridge Road, LONDON, S.E.1.**	**WATERLOO 2345 Telex 22737**
Southern	**COI, Government Building No. 3, Whiteknights, READING, Berkshire.**	**READING 61122 Telex 84126 Messages to be prefixed 'FOR COI'**
South Western	**COI, The Pithay, BRISTOL 1.**	**BRISTOL 21071 Telex 44203**
Midland	**COI, Windsor House, Temple Row, BIRMINGHAM 2.**	**CENTRAL 7234 Telex 33376**
North Western	**COI, Sunley Building, Piccadilly Plaza, MANCHESTER 1.**	**DEANSGATE 9111 Telex 66199**

The Royal Show is big news throughout the world – and a major operation for the COI both before and after the opening. At this year's show HRH Princess Margaret visited the COI's show-ground office to see the teleprinter on which news items are transmitted to London for distribution overseas. Explaining the machine and its use is Mr. R. R. Boyce, Senior Press Officer at the COI's Midland Region office at Birmingham.

prestige and sell overseas because it is new, better or cheaper than its rivals can telephone the nearest Regional Office and ask the Press staff to come along and discuss it. The journalist given the assignment will have had previous newspaper experience, perhaps in the industrial field, and will have been trained in writing for the overseas Press. After seeing the product and hearing what the management have to say about it, he will consider its prestige value to British industry generally, and whether it has news value which can be conveyed either by the printed word or other visual means. This is vital, because all publicity material issued by COI has to commend itself to recipients and compete for publication with what is available from other sources.

The Press Officer has next to establish if all the claims on behalf of the product are reasonably well justified. Overseas editors have a right to expect that there is no over-selling of a product. Next, where is it likely to sell best? (this decision is, of course, always subject to the firm's own views) and what is the best local publicity medium to use (Press, radio, film, photograph or perhaps a combination of media).

The Regional Office staff generally prepare a news item or record a tape for use on radio without reference to Headquarters, but if photographs or a film are thought desirable they consult before commissioning locally or having staff sent up from London.

The news story is telexed to Headquarters, and, if urgent, the tape can also be fed to London by special line. If an urgent dispatch of photographs has been planned, transmitting equipment can be sent from Headquarters to the Region in readiness.

Assessing news value

The staff at Headquarters further assess the importance and news value of a regional contribution. They may, if it is urgent, have it sent to British Information Posts overseas by radio-telegraphy or telex, or they may include it in a news bulletin dispatched by airmail. If it appears to be of particular interest to a country where there is no established trade or technical Press, then they may arrange to have a news item produced as a self-contained bulletin which can be mailed from the overseas post direct to commercial outlets. In other cases a news item, supplemented by marketing and other information, might be sent for use in the sophisticated but very rewarding North American market.

The orders and inquiries arising from such publicity indicate its value to the firms concerned as well as to British prestige. Every Regional Office has its file of 'thank-you' letters from satisfied clients. They have publicized almost every form of product and had some unusual successes – the Lakeland stone of unusual shade which was read about in New York and ordered as cladding for a new building; the fishing tackle which a North-east Coast manufacturer is now sending to many parts of the world; the firm of horologists whose public clocks were given publicity in the British overseas Press services and who have since been receiving regular orders as a result.

COI's services are available to large and small firms without charge, and for the latter are particularly valuable. Often without publicity staffs, or even an export manager, they may not recognize the overseas potential of their product, and are surprised at the success it achieves when publicized. COI are often put in touch with firms by the Board of Trade's Regional Offices, with whom they always work closely. They also watch the local papers for news leads, and more and more firms are contacting the Regional Offices of their own accord.

Tours for official visitors

The COI offices also bring regional industry and overseas representatives together by organizing tours for official visitors on behalf of the Foreign Office and Commonwealth Office. In London, Tours Division of COI plans the visitors' itinerary and provides escorts. Regional Offices do likewise when the visitor travels further afield. Visitors often comment on the friendly and hospitable reception they receive from British industrialists. This in no way arises from self-interest. It has been known for a visitor to place orders—like the African tribal purchasing officer who astonished an agricultural implement firm by giving the largest on-the-spot order for overseas they had ever received—but generally the firm does not gain materially, at least, not immediately. It does, of course, become known to people who often exercise a good deal of influence on their country's economy.

The export drive has led an increasing number of Chambers of Commerce and groups of manufacturers to go overseas for business, and overseas publicity for these missions is often provided by the COI Regional Offices.

A Birmingham Chamber of Commerce and Industry sales mission returned from Canada predicting a two million dollar turnover from Canada in the next year. The leader of the mission wrote to COI's Birmingham office: 'I thought you would like to know straight away how very pleased we were with the work your staff put into preparations for the visit, which was quite outstanding. I think we can say with certainty we have made quite an impact in Canada'. The leader of the mission had in fact appeared 18 times on television and on at least 10 radio programmes, and there were substantial references to the visit in 19 Canadian papers.

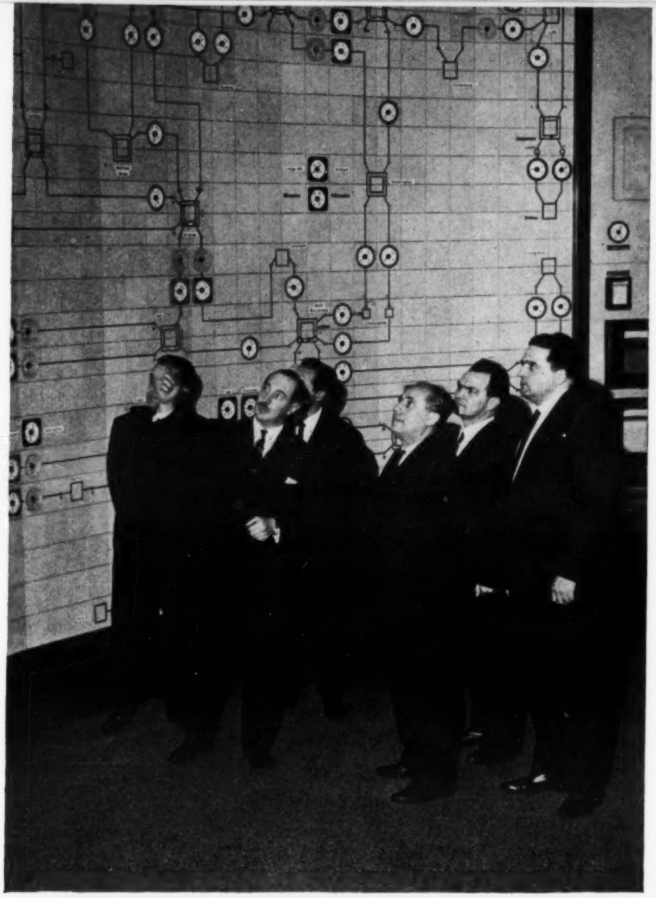
Economic planning

COI's further contacts with industry are more official. When the Regional Boards for Industry were in being, its Regional Offices handled the Press relations. Now they undertake Press and public relations work for the more comprehensive Regional Economic Planning Boards and Councils, and have a seat on the Boards. They also carry out regional Press and publicity work for Government Departments, including the Board of Trade.

One of the most interesting of the COI's regional operations is the handling of Press arrangements for royal visits to the Regions. The work involves detailed planning with Town Clerks, Chief Constables and others concerned with the tour, and though a royal visit to a factory is the firm's own responsibility, there is generally liaison with the COI.

The range of Regional Office duties does not end here, but enough has perhaps been said to assure any manufacturer who wishes to export that if he consults his regional COI office he will probably learn something to his advantage.

Export publicity reviewed in pictures



Above: COI arranged a tour of the Central Electricity Generating Board's National Control Centre in London for this party of Bulgarian fuel and power officials visiting Britain as guests of the Foreign Office. Pictures on the right were distributed throughout the world, the top photo to attract overseas buyers to the 1965 Motor Show; the lower as part of the publicity given to winners of the Queen's Award to Industry. It shows a scene at General Engineering Co. (Radcliffe) Ltd., of Manchester. Photograph below shows street illuminations during British Week in Hong Kong.

BBC

World-wide Services

Quotations from some firms which have benefited:

John Newman of the BBC Japanese Service, visiting Lesney Products, London, to watch the design, making and packing of 'Matchbox Models'. The models were displayed at the British Exhibition in Tokyo.

Cheap hot water on tap with mini-heater

The real breakthrough came when it was featured on the BBC's shortwave programme 'New Ideas'. Letters came flooding in from places as far apart as Russia and Chile. Speaking to *The Times,* Mr. Kimberley, joint managing director with Mr. Bird, of Bird and Kimberley, Walsall, said: 'Most of the inquiries came from public health authorities. The recent legislation tightening up hygiene requirements in shops and offices in the United Kingdom produced a ready-made market for our heater but we never dreamt it would have an export potential for the same purpose.'

The Times, Industrial Notes
September 1, 1966.

Increasing wheat production

Following your broadcast on Cycocel, CCC, on the Overseas Service of the BBC on January 27, the High Commission for Pakistan contacted me and told me that President Ayub Khan had heard the broadcast and, as a farmer himself, was extremely interested in the potential of Cycocel for increasing wheat production in his country. I accordingly supplied the Commercial Counsellor of Pakistan with a selection of reports from many European countries where Cycocel has been successfully tested from 1963-1965.

Agricultural Chemicals,
Lederle Laboratories Division,
Cyanamid of Great Britain Ltd.,
*Bush House, Aldwych, London, W.C.*2.

A tool to take the ache out of gardening

In our opinion the programme has helped because even though no orders have come in, it must have given weight to our efforts overseas. The more times the Mini-Gardener is mentioned the greater the impact.

Far be it for me to tell the BBC what to do, but with the effort to close the trade gap there must be a strong incentive for you to carry on the good work.

Gordon Felber (Sales) Ltd.,
*Spirella House, Oxford Circus, London, W.*1.

New diesel engine starter

The importance of your broadcasts from this Corporation's point of view lies in the number of inquiries we receive from foreign journals requiring further technical details of the products concerned. These inquiries often come from those countries where publicity has not yet been mounted. The service you have rendered in these broadcasts as an aid to British exports is much appreciated by the various companies in our Group.

Simms Motor & Electronics Corporation Ltd.,
*East Finchley, London, N.*2.

Felt tipped pen – dries on paper but never in pen

It is our normal practice to forward all the letters that you have passed on to us to our agents in the markets concerned.

We are therefore unable to determine the exact value of your broadcast in so far as orders are concerned, but we are certainly impressed by the number of inquiries received as a result of the programme, and would once again thank you sincerely for mentioning our efforts in overseas markets.

Mentmore Manufacturing Co. Ltd.,
Platignum House, Six Hills Way,
Stevenage, Herts.

Pocketfone – transmits and receives

I am delighted to give you an encouraging reply to your letter on the subject of your programme 'New Ideas'.

We did receive several firm inquiries as a result of the broadcast, and are very pleased with the response. Naturally, since our equipment is not simply sold off the shelf (we offer a complete service of advice and planning assistance) these inquiries take time to process to the point of placing firm orders, but we have no hesitation at all in commending the programme as being extremely helpful to us.

Pye Telecommunications Ltd.,
Newmarket Road, Cambridge.

British computer for Berlin senate

There is no doubt that this story did arouse considerable interest overseas and contributed towards the increasing amount of export business which today is some 35 per cent of our turnover, and we are most grateful for the broadcast of this story.

International Computers and Tabulators Ltd.,
*Putney, London, S.W.*15.

Car crusher digests 1,000 discarded cars a week

We have had numerous inquiries from the following countries: Australia, Japan, France, Germany, Canada and the United States. We have even had a letter from a man who heard a broadcast while on a tanker in the Persian Gulf.

Bird's Commercial Motors Ltd.,
Stratford-upon-Avon, Warwickshire.

A synthetic resin sealer waterproofs all kinds of surfaces

In connection with the New Ideas programme on Unifilm we had approximately 30-35 inquiries which resulted in some small orders from the Seychelles, Spain and Jamaica. No doubt there will be further responses to our correspondence in due course as some of these matters take a long time.

Kerner-Greenwood & Co. Ltd.,
Waterproofing Specialists, King's Lynn.

The External Services of the BBC

An introduction by E. Tangye Lean, CBE, Director, BBC External Broadcasting

'There is no doubt that several overseas inquiries concerning our electron microscope are traceable to broadcasts by your External Services,'
Cambridge Instrument Co. Ltd., Grosvenor Place, London, S.W.1.

THIS IS A QUOTE from one of many letters which the BBC External Services receive from British manufacturers. Every day, the BBC External Services broadcast to the world in English and 40 other languages. That amounts to more 'time on the air' than the combined BBC 'Home' Services of radio and television. Yet there are many people in British Industry who are unaware of this vast 'external' output and of the fact that items on British products and enterprises broadcast in the External Services include details of the trade names, the manufacturers and all other information essential to the potential foreign buyer.

The obvious reason for lack of knowledge at home is that the 40 transmitters which send out these broadcasts from the United Kingdom are all serving listeners overseas. As most of the broadcasts are on short-waves, it is usually difficult and often impossible to pick them up at home. Thus it would be misleading to publicize to audiences in this country broadcasts which are for the most part inaudible to them.

About the impact of our broadcasts in the target areas abroad there can be no doubt. In spite of the spread of television and the ever-increasing profusion of radio services to and from all parts of the world, the BBC External Services continue to have a unique reputation. The reputation dates back to the early years of the last war when there was little to report of victories and much of losses and setbacks. Britain's truthfulness in adversity came to be looked upon as its guarantee of honesty in better days. And this reputation is not least due to the fact that, whereas the external broadcasters of other countries are government employees charged with putting across the policies of the party in power, the BBC External Services, like the rest of the BBC, are independent of government control over their output and are charged instead with reflecting the British view, compounded of all the country's representative views: they are charged with broadcasting 'in the national interest', but the interpretation of this 'national interest' is left to their editorial judgment. Thanks to this recognized independence, the BBC's foreign audiences consist not simply of a general public seeking entertainment, although these, too, are catered for, but also of politicians and statesmen, diplomats and journalists, scientists and industrialists; that is, of people active in government, the Press, administration, teaching and trade, people, in short, who help to mould opinion. (There is a story of the monarch, temporarily exiled by an anti-royalist coup, confronted by the world press when the coup failed. 'What will you do now, Your Majesty?' The monarch consulted his watch. 'Listen to the BBC, find out what is really happening. Then I shall decide'.)

It is also thanks to its independence and objectivity that the BBC is picked up and relayed by the domestic services in more than 100 countries abroad, and transcribed and published in newspapers and periodicals in many more countries. Thus, besides the millions who listen to London direct, there are many millions more who hear the BBC over their own national transmitters and read material from the BBC in their national press.

In all its external broadcasts, whether in English or the vernacular, the BBC presents world news and British views on world events in the form of comments, discussions, reviews of the British press and reports from Parliament. There follow programmes on various aspects of life and thought in Britain, ranging from industry and science to art and entertainment, from education to sport, from 'pop' to 'English by Radio' lessons. Here I should perhaps make one thing quite clear: we are not 'on the air' specifically to sell individual British products abroad. If we set up in business in this way we should soon lose a lot of our audience. What we aim to do is to present a picture of modern Britain, of British initiative, enterprise, efficiency and reliability; to show Britain as a leading industrial country, producing an enormous range of high-quality goods, and a worthy trading partner; to establish the climate in which the export efforts of British manufacturers are likely to succeed.

To 'project' Britain in this way we need to be very well informed about events and developments in Britain's industrial life. A news item about a major export order or contract for a British firm or contractor focuses attention on British skill; a report on a new British product may well result in further inquiries from potential buyers abroad, which the BBC then refers to the manufacturer; a feature on Britain's newest industrial plant or aircraft or power station will demonstrate that Britain is looking ahead in research and is investing in the future. Any major effort of British trade promotion abroad, whether in the form of an undertaking by a British manufacturer or of a more generalized project such as a British Week, is incomplete without BBC coverage, and, without that coverage, its value may well be diminished. Foreign businessmen have, on occasion, stressed the importance of BBC broadcasts about British products. British exhibitors at trade fairs abroad have reported business inquiries following BBC broadcasts about the exhibits at the fair.

The External Services do not take paid advertisements, but depend on British industry to co-operate by providing information and facilities, well in advance, in order that the broadcasts may be arranged 'in the nation's interest'. How this co-operation can be provided, and how it is utilized, are illustrated in the following pages.

Left: Mr. Russell Winn is developing a battery powered car for use in cities. Malcolm Billings went to interview him for the BBC World Service Programme 'Science and Industry'.

Below: J. M. Bilinski of the BBC Polish Service, describing the Triumph Vitesse at the London Motor Show.

Lower left: Nissim Kivity of the BBC Hebrew Service describing the final check on electric drills made by Black and Decker at their Maidenhead plant.

Below: U Tin Htway of the BBC Burmese Service watches a crate leaving the factory of John Smith and Sons of Derby, containing the golden clock of Akyab town.

What information does the BBC need?

IS YOUR FIRM

- launching a *new product?*
- about to start an *export campaign?*
- holding a *press conference?*
- expecting important *foreign visitors?*
- arranging a *facility visit to your factories?*

HAS YOUR FIRM

- gained a *major overseas order?*
- developed a *new process?*
- built a new *research laboratory?*
- *staff who speak* Arabic, Bulgarian, Chinese . . . Spanish, Tamil, Urdu or *any other of the BBC's* 40 *languages?*

WILL YOUR FIRM

- build a *factory abroad?*
- be exhibiting at *overseas fairs?*
- play host to *foreign technicians?*
- go out to *conquer a difficult market?*

If the answer to any of these questions is yes, please tell – in advance if possible – the Export Liaison Officer, BBC External Services, Bush House, London, W.C.2. Tel: Covent Garden 3456 (Ext 2321/2393).

OR*, if you prefer, contact the External Services Producer in your Region:*

Scotland – BBC External Services Producer, Broadcasting House, Queen Margaret Drive, Glasgow, W.2. Tel. Glasgow Western 8844.

Northern Ireland – BBC External Services Producer, Broadcasting House, Ormeau Avenue, Belfast, 2. Tel. Belfast 27411.

Wales – BBC External Services Producer, Broadcasting House, Park Place, Cardiff. Tel. Cardiff 26231.

North of England – BBC External Services Producer, Broadcasting House, Piccadilly, Manchester, 1. Tel. Central 8444.

The Midlands – BBC External Services Producer, Broadcasting House, 52 Carpenter Road, Edgbaston, Birmingham 15. Tel. Edgbaston 4888.

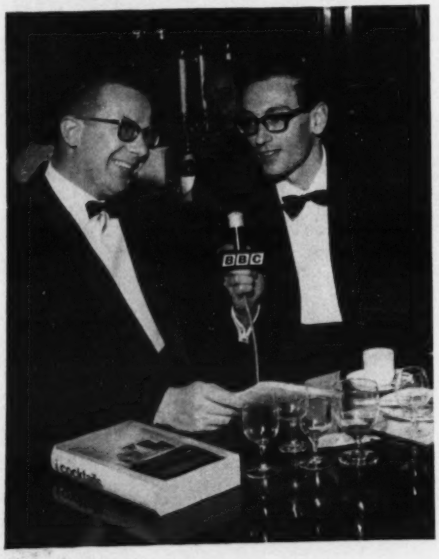
The West Region – BBC External Services Producer, Broadcasting House, Whiteladies Road, Clifton, Bristol. Tel. Bristol 32211.

Dr. Temperton, Principal of the National Poultry Institute, Newport, Shropshire, discusses poultry housing with Michael Pickstock, producer of the BBC World Service programme 'The Farming World'.

One of the BBC External Services' Industrial correspondents, Richard Oliver, describing a lamp test at the General Electric Company of Great Britain, Hirst Research Centre in North West London.

CHIPPENDALES WORKSHO

BBC


BBC

295

How BBC External Services will handle your information

Depending on the kind of information you provide, several courses of action are possible. Here are some examples of what may happen:

MEMO *Confidential*
From: Export Liaison Officer
Subject: NEW PLASTICS FACTORY IN INDIA
To: Indian Programme Organizer

On Oct. 10 in New Delhi BNK Ltd. will be signing a contract to build a £1½ million plastics factory. Suggest coverage.

MEMO
From: Export Liaison Officer
Subject: EXPORT OF CARPETS
To: Head of External Services Productions

I have received from several firms information (attached) on interesting sales of carpets abroad – to a mosque in Nigeria, a Sultan's palace in Malaysia, a new luxury hotel in Switzerland. Would you consider a documentary feature 'British Carpets for the World?' The firms are willing to co-operate and have many foreign language speakers for interview.

MEMO *Confidential*
From: Indian Programme Organizer
Subject: NEW PLASTICS FACTORY
To: Facilities Unit

Please arrange for Indian Section reporter to visit BNK Ltd. and record interviews (have they got Hindi speakers?) and descriptions for 10-minute feature to be broadcast on 10.10.

MEMO *Confidential*
From: H.X.S. Prods.
Subject: EXPORT OF CARPETS
To: Export Liaison Officer

Yes. Will schedule it for January for general distribution. James Brown will get in touch with you in November to pick up the threads.

MEMO *Confidential*
From: Export Liaison Officer
Subject: NEW PHOTOCOPY PROCESS
To: British Enterprise Unit

Next Monday Smith, Smith & Smith Ltd. of 24 Trafalgar Square, will announce their new photocopy machine. Please find out if it has interesting novel features and, if so, prepare story for circulation to all programme sections.

MEMO
From: Export Liaison Officer
Subject: EXPORTS
To: Turkish, Greek, Italian Programme Organizers

Mr. Brown of Blank Ltd. will be returning to London next Wednesday after a successful sales visit to the eastern Mediterranean. His special line is a portable air conditioner and against strong American competition he has obtained contracts in all your countries. Are you interested in interviewing him (he speaks Italian)?

Italian P.O. to E.L.O. Yes please.

Greek P.O. to E.L.O. No. thanks, but would use 250-word story if you can provide.

Turkish P.O. to E.L.O. No thank you, but information please about his contract. Might use it in my magazine programme.

MEMO *Confidential*
From: Export Liaison Officer
Subject: NEW INSECTICIDE
To: Senior Duty Editor, Science Correspondent, British Enterprise and all Programme Organizers

Attached advance Press release from Chemicals Ltd. about their new selective insecticide which is claimed to be entirely harmless to bees and animals. Chemicals Ltd. are offering for interview their Chief Research biologist who speaks French, German and Spanish and other members of staff who between them speak Russian, Polish, Greek, Hungarian, Portuguese, Swahili and Urdu.

There will be a talk from 'British Enterprise' unit for general distribution. Programme Organizers interested in interviews should contact Facilities Unit by Friday.

We ask for advance information, whenever possible, because this enables us to do justice to your story. A press release is hardly ever enough to make a good broadcast. We have to make inquiries, obtain additional material, record interviews in foreign languages or translate the story from English into any of our forty other languages. It all takes time and yet it must be highly topical; we will not willingly carry a story which has already appeared in the foreign press or been broadcast abroad. If you give a few days notice and your story is good it is likely to have world-wide impact. Incidentally, you need not worry that we will break your embargo or betray your confidence.

PAGE 22.

(Top) John Newman of the BBC Japanese Service interviews Mr. Douglas Boyle of Hield Brothers Ltd. at the Briggella Mills, Bradford. The company exhibited at the British Trade Fair in Tokyo.

(Centre, left) Finnish Service reporters, Erkki Toivanen, Essi Kiviranta and Erkki Arni, recording a programme at the Ideal Home Exhibition.

(Centre, right) 'Made in Britain' is the title of a series of programmes in the World Service which look at the work which goes into some of the country's best known products. Here Eric Lindblom, coat-maker, is interviewed by Barry Sullivan for the programme on Savile Row.

(Lower, left) Mr. Luigi Veronelli, Italian expert on food and wine, giving an interview to Maurizio Frisardi of the BBC Italian Service.

(Lower, right) Mohammed Ibrahim of the BBC Hausa Service describing a DOE 130 tractor made by Ernest Doe of Maldon, Essex.

(This page) Mrs. Jane Kironde of Uganda, a frequent broadcaster in the BBC African Service programmes 'Calling East Africa' and 'For Parents and Teachers', at the Ideal Home Exhibition in London.

Jonathan Chileshe from Zambia, a student at Keele University, near Birmingham, was one of the voices that were heard in the BBC African Services series 'My University'.

A Burmese girl in the BBC visited Morphy-Richards to report on 10,000 electric irons which had been ordered for Burma.

Countless millions of listeners

EVERY DAY SEVERAL BAGS of mail are delivered to Bush House in the Strand, the headquarters of the BBC European and Overseas Services. The letters come from all parts of the world and contain programme comments and requests, praise for or criticism of Britain's policies and actions – not infrequently from listeners in Communist countries – and many contain requests for advice, help and services which lie totally outside the BBC's realm of activity. The latter provide evidence of the idea prevalent among listeners abroad: the BBC represents everything British.

The letters, and countless visits to the BBC by foreign listeners in Britain on holiday or business give an idea of the impact of the BBC in so many parts of the world and at the same time throw interesting light on the kind of people who tune in to London.

But such evidence, and the reports brought home by British visitors to other countries, do not provide statistical data on the size of the audience. To gauge the size and nature of a radio audience, one must be able to carry out a statistical sampling survey. In most of the Communist territories this is not possible and in many of the developing areas of Latin America, Asia and Africa such research facilities are inadequate or non-existent.

Children of the Holland Park Comprehensive School studying Russian in the language laboratory. 'Calling Australia' visited the school to hear the pupils in action.

Representatives of the British car industry in Europe and in Britain discuss their problems in the course of a BBC French Language Services programme.

While gathering material for the BBC World Service documentary feature 'The Nurses', Ann Austin talked to Sister Foster at St. George's Hospital, Tooting.

Mrs. R. Ostrowska talking about the gardens at the Ideal Home Exhibition for the BBC Polish Service.

Listening direct to London

Despite these limitations there is ample evidence that BBC External Services are heard by many millions of listeners and that the broadcasts reach audiences in virtually all parts of the world. These audiences can be considered in two ways. First, there are those who hear the transmissions direct from BBC studios and BBC transmitters, and then those who hear BBC broadcasts from their own national stations.

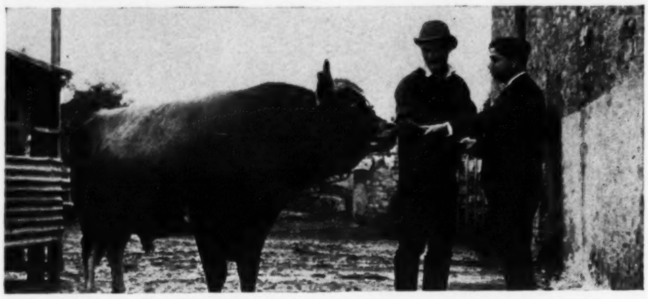
First, some evidence of listening direct to London.

Here are the results of some recent statistical surveys which give instances of the size of some of the BBC audiences. They have been conducted independently by research institutes abroad. In Italy a survey conducted in the early summer of 1965 found that the direct audience for the BBC Italian Service totalled some 1½ million adults. The direct audience in West Germany for the BBC German Service was about 2¾ million adult listeners. In the case of France the last survey found a direct audience of some 1¾ million adult listeners, and in a survey in Finland the direct BBC Finnish Service audience totalled over 400,000 adults. Thus, in these four European countries alone – in France, West Germany, Italy and Finland – the latest surveys give the BBC a direct audience of over 6 million adult listeners; then there are the further millions who listen to BBC relays over their own stations.

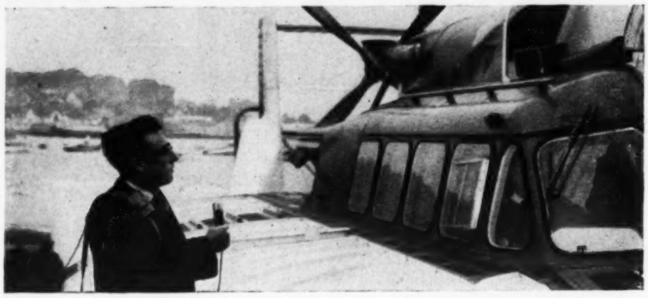
Outside Europe it is rarely possible to provide accurate national audience figures because the sampling of rural populations is inadequate. But BBC audience figures obtained mainly from surveys in towns in Africa, Asia and Latin America have been more than encouraging. A survey in India covering four cities indicated that approaching 30 per cent of radio listeners tuned to the BBC. A survey in Ghana gave the BBC a total audience of 49 per cent of adult listeners in the capital and 37 per cent in other towns. A survey carried out in four Persian cities found that BBC audiences ranged from 10 per cent to 25 per cent of the literate adult listeners interviewed. In a survey in Damascus 78 per cent of the adults interviewed heard the BBC. And in four Lebanese cities over half of those interviewed tuned to the BBC. Rather smaller figures have sometimes emerged from Latin America, but even here the BBC shares with the Voice of America (and sometimes with Cuba) the ability to attract the major audiences for foreign broadcasts. And the last survey in Venezuelan cities gave the BBC a total audience of 22 per cent of the adults interviewed. Of the various BBC services, the World Service in English probably has the largest audience. The BBC Arabic Service, the next largest, is also very widely heard and in 1965 received 46,000 letters from its listeners.

Bush House, London, headquarters of the BBC European and Overseas Services.

John Newell examining a model of Lysozyme at the research Laboratory of the Royal Institution for the BBC European English Service.



U Tin Htway of the BBC Burmese Service giving a report on farming from Somerset.



Carlos Novi recording a commentary for BBC Spanish listeners on the capabilities of the Hovercraft.

Who listens?

What is the calibre of BBC listeners? From many sources there has been continuing evidence that, while BBC broadcasts address themselves and appeal to all sections of the population, a large proportion of listeners is of a high educational standard and many hold positions of influence in government, politics, the professions, industry, science, commerce and the trade unions. Particularly important in some respects are the many journalists in all parts of the world who listen to London and pass on to their readers what they hear. A report on a British product may therefore reach newspaper readers in totally unexpected areas.

Possibly the most important and encouraging piece of evidence which emerges from BBC research is that BBC external broadcasts are continually attracting new listeners in the younger age groups. Far from being the survivors of the huge audiences which heard the BBC during the war, the present audiences in considerable measure consist of listeners in the 18 to 35 age group who started to listen in the post-war period.

Listening to the BBC on local radio

So far we have talked in fairly general terms about the BBC audience, but as well as the vast audiences which hear BBC broadcasts by direct listening, there is an equally important audience which hears BBC programmes re-broadcast by its local stations. These may be re-broadcasts of the programmes transmitted from London or they may be recorded programmes supplied to local stations either in the form of straight recordings of the original transmission or specially compiled programmes. These local outlets complement the direct broadcasts from London which are, of course, themselves relayed by BBC booster transmitters in various parts of the world. For example, news bulletins and related programmes from the World Service in English alone account for about 2,000 separate re-broadcasts each week by stations all round the world. These often include reports on major industrial and technological developments in Britain.

But apart from the coverage given to industrial topics in news bulletins and other programmes, special programmes are devoted to them. Programmes dealing with British achievements in industry, science, agriculture, trade and commerce are an important element in the schedules of all the BBC External Services and they also appear high on the list of BBC programmes re-broadcast by local stations. For example, in the World Service, programmes such as *Science and Industry, The Farming World* and *New Ideas* are all broadcast from London several times a week and are re-broadcast by a number of local broadcasting organizations. The vernacular services, the regional services and the very important Topical Tapes Service all contribute to the projection of Britain. The selection and treatment of subjects in the programmes range as widely as do conditions prevailing in different parts of the world. Some programmes, of course, may be of interest in many and differing areas, others are specially tailored to the needs of a particular country. As a result, programmes on science, industry, trade, farming and allied subjects are re-broadcast by local stations in the most advanced countries such as America and West Germany, as well as in countries in the early and developing stages of industrialization and economic organization.

Radio tapes from London

One of the most successful sources for BBC programmes of this type in recent years has been the World Topical Tapes Service in English. This provides topical programmes on tape of interest to broadcasting stations in all parts of the world. *Dateline London, Techniques, Science Magazine* and *Business Review* are examples of the titles of some of these programmes, which are broadcast by radio stations in more than thirty countries each week. In certain cases it is necessary for the BBC to airmail only one tape of the programme for it to obtain almost nation-wide coverage abroad. This is because the tape is copied by the subscribing broadcasting organization and distributed to other stations on its network; this occurs in Australia, Canada and the United States. The Latin American Services in Spanish and Portuguese serve as another good example of the importance attached to programmes projecting modern Britain. There is a considerable amount of direct re-broadcasting of the Latin American Services, particularly of news and commentary, and in addition a weekly recorded magazine programme including coverage of science and industry is supplied to

Part of the External Services Newsroom. In the foreground, the Central Writing Unit, which sifts the incoming material and produces the flow of news items from which news bulletins in English and other languages are produced. In the background, the Regional sections.

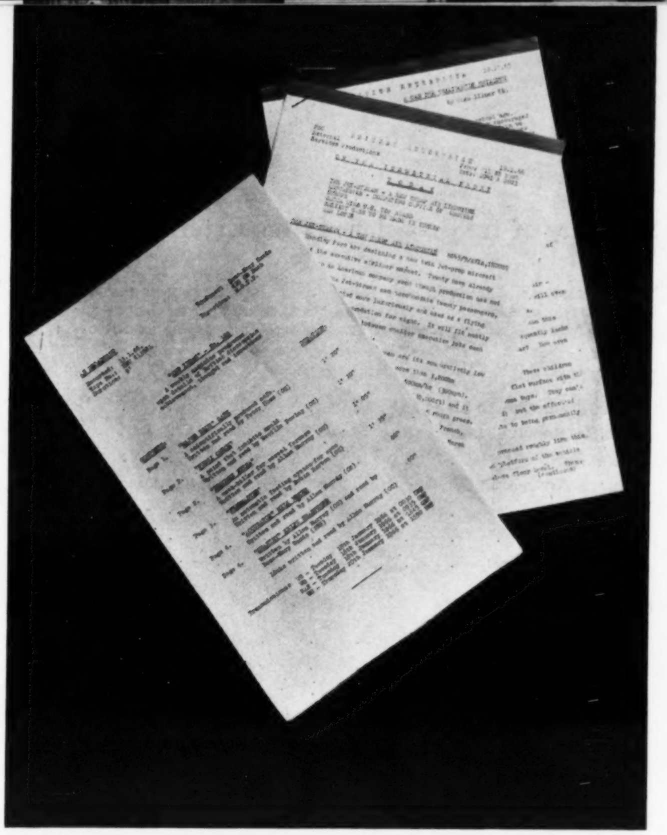
every Latin American country except Cuba. Naturally, programmes on these subjects also form a substantial part of the direct transmissions from London.

This pattern also appears in other areas. For example, over thirty countries in Africa re-broadcast programmes on technology and industry in either French, English or vernacular languages; in Asia about a dozen countries take this type of programme – in English, Tamil, Sinhala, Thai, Malay, Standard Chinese, Cantonese, Pushtu, Dari and Japanese. The European Services' output on these subjects is also re-broadcast by stations in ten European countries.

An impressive picture

The difficulties in measuring the size of the overseas audience to BBC direct broadcasts from London are formidable enough; to measure the size of the BBC's audience to re-broadcasts by local stations is next to impossible. But the recent surveys in Italy, Germany and Finland mentioned earlier provided impressive statistics: in Italy about 10 million adult listeners heard BBC Italian Service contributions to the Italian national radio in the course of one month. In Western Germany more than 8 million people heard BBC programmes over their home stations. And in Finland about 1½ million people hear BBC items on their home air. And the overall extent of BBC External Services' contribution to the British export drive can be appreciated, if not precisely measured, by the fact that stations in over 100 countries give regular air-time to BBC programmes which deal, in part at least, with British industry and allied subjects.

The BBC's support of British industry does not stop with the spoken word. A vast amount of printed publicity is distributed free each week to listeners, newspapers and periodicals and Information Officers throughout the world. First of all, there are the programme journals, primarily intended for listeners, which include articles and pictures relating to all aspects of life in Britain. But perhaps more important is the regular supply of material to the world press, in English and vernacular languages, giving not only advance information of what is to be broadcast but also extracts from programmes already broadcast, for free publication.



Typical scripts in the European and Overseas Services series, 'New Ideas' and 'British Enterprise'.

For a documentary programme on 'school-linking', BBC Pakistan Service producer Izhar Kazmi visited the Haberdashers' Aske's School, London.

The External Services of the

Summary of transmissions in the External Services

The Overseas Services are broadcast in 23 languages including English. At September 1, 1966, the total programme hours per week were 417 hrs. 5 mins., divided among the languages as follows:

ENGLISH

World Service to all areas	**159¼**
Pacific Service (Australia, New Zealand and South Pacific)	**3½**
North American Service (including French for Canada)	**14**
Africa	**17½**
West Indies	**1¼**
Falkland Islands	**½**

OTHER LANGUAGES

Arabic	**84**
Bengali	**3¼**
Burmese	**5¼**
Chinese (Cantonese)	**3½**
(Standard Chinese-Kuoyu)	**10½**
French (for Africa, including 12¼ jointly with European)	**24½**
Hausa (for West Africa)	**7**
Hindi	**5¼**
Indonesian	**5¼**
Japanese	**5¼**
Malay	**1¾**
Maltese	**35 mins.**
Persian	**5¼**
Portuguese (for Latin America)	**8¾**
Sinhala	**1**
Somali (for East Africa)	**5¼**
Spanish (for Latin America)	**21**
Swahili (for East Africa)	**7**
Tamil	**1**
Thai	**5¼**
Urdu	**5¼**
Vietnamese	**5¼**

NOTE: A special programme in English and French for Mauritius is broadcast twice a month for 15 minutes.

HRH Prince Philip, Duke of Edinburgh, talks to Joan Wright, Assistant Publicity Officer, Europe, at the BBC stand at the British Trade Fair in Oslo, 1966.

ENTERTAINM NT
CURRENT AFFAIRS
CIE E

John Newman of the BBC Japanese Service interviewed drivers of the London bus which appeared at the British Trade Fair in Tokyo.

BBC
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British Broadcasting Corporation

The European Services are broadcast in 20 languages including English. At September 1, 1966, the total programme hours per week were 258¼, divided among the languages as follows:

ENGLISH AND 'ENGLISH BY RADIO'	**36½**
OTHER LANGUAGES	
Albanian	**3½**
Bulgarian	**13**
Czech and Slovak	**17**
Finnish	**8½**
French (including 12¼ jointly with Africa)	**21**
German	**28¼**
Greek	**8**
Hebrew	**4¼**
Hungarian	**17**
Italian	**5¼**
Polish	**18½**
Portuguese	**7**
Rumanian	**14¾**
Russian	**26½**
Spanish	**8**
Turkish	**7¾**
Yugoslav (Serbo-Croat and Slovene)	**13½**

Sir Lionel Denny, Lord Mayor of London, talking to Anthony Schooling, reporting on the Barbican development for the BBC World Service series, 'Streets of London'.

Farmer's daughter Margaret Arminson (right) talks to Jacqueline Condren of the BBC Chinese Service during an interview for the fortnightly Standard Chinese language series 'Woman to Woman.'

Erkki Arni, Programme Organizer, BBC Finnish Service, reporting the Farnborough Air Show to listeners in Finland.

Ibrahim Tahir, seen outside King's College, Cambridge, being interviewed by a BBC producer for an African Service programme called 'My University'.

Two Spanish teachers visiting the Nuclear Power Station at Berkeley, Gloucester, as part of a prize in a listener competition organized by the BBC Spanish Service in conjunction with the British Travel Association.

Countries using BBC programmes on British trade, industry and allied subjects

Aden		Arabic
Afghanistan		Pushtu, Dari
Algeria		French
Angola		Portuguese
Argentina		Spanish
Australia	English	
Austria		German
Bahamas	English	
Bahrain		Arabic
Barbados	English	
Basutoland (Lesotho)	English	
Bechuanaland (Botswana)	English	
Belgium		French, German
Bermuda	English	
Bolivia		Spanish
Brazil		Portuguese
Brunei	English	Malay
Burundi		French
Cameroun	English	French, Hausa
Canada	English	French
Central African Republic		French
Ceylon		Sinhala, Tamil
Chad		French
Chile		Spanish
Colombia		Spanish
Republic of Congo (Brazzaville)		French
Congolese Republic (Kinshasa)		French
Cook Islands	English	
Costa Rica		Spanish
Dahomey		French
Ecuador		Spanish
El Salvador		Spanish
Ethiopia	English	
Falkland Islands	English	
Fiji	English	
Finland	English	Finnish
Gabon		French
Gambia	English	
Germany (West)		German
Ghana	English	
Gibraltar	English	Spanish
Greece		Greek
Guatemala		Spanish
Guinea		French
Guyana	English	
Honduras		Spanish
Hong Kong	English	Standard Chinese, Cantonese
Indonesia		Indonesian
Israel		Hebrew
Italy		Italian
Ivory Coast		French
Jamaica	English	
Japan		Japanese
Jordan		Arabic
Kenya	English	Hindi, Urdu
Kuwait		Arabic
Leeward Islands:		
Antigua	English	
Montserrat	English	
St. Kitts	English	
Liberia	English	
Libya		Arabic
Malagasy		French
Malawi	English	
Malaysia:		
Malaya		Malay, Standard Chinese, Tamil
Sabah	English	Malay
Mali		French
Malta	English	
Mauritania		Arabic
Mauritius	English	French, Hindi, Urdu
Mexico		Spanish
Morocco		Arabic, French
Mozambique		Portuguese
New Guinea	English	
New Zealand	English	
Nicaragua		Spanish
Niger		French
Nigeria	English	
Panama		Spanish
Paraguay		Spanish
Peru		Spanish
Philippines	English	
Portugal		Portuguese
Rwanda		French

Top:
Guenther Bardelang of the BBC German Language Service talks to the Maintenance Engineer at the Barclays Bank Computer Centre in London.

The highway authorities of Thailand recently ordered 200 Landrovers. Khun Anake Dhippayom, of the BBC Thai Service, visited the Rover factory with Khun Kovit Sattavudh to see the actual vehicles destined for service in Thailand.

Senegal	English	French
Sierra Leone	English	
Singapore		Standard Chinese, Malay
South Africa	English	
Spain		Spanish
Sudan		Arabic
Swaziland	English	
Switzerland		Italian, German
Tanzania	English	Arabic
Thailand		Thai
Togo		French
Trinidad	English	
Tunisia		Arabic
Turkey		Turkish
Uganda	English	
Upper Volta		French
Uruguay		Spanish
U.S.A.	English	
Venezuela		Spanish
South Vietnam		Standard Chinese
Western Samoa	English	
Windward Islands:		
Grenada	English	
St. Lucia	English	
Zambia	English	

Forces Stations

BFBS Aden	English	
BFBS Benghazi	English	
BFBS Cyprus	English	
BFBS Germany	English	
BFBS Gibraltar	English	
BFBS Malta	English	
BFBS Singapore	English	
BFBS Tobruk	English	
RAF Sharjah		Arabic

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For full details of these and other BBC language publications please write to:
BBC PUBLICATIONS, 35 Marylebone High Street, London W.1.

BBC-1 and 2 **'Parliamo Italiano'** Three books **Each 2s. 0d.**
Three 12" L.P. Records **Each 15s. 2d.**
BBC-2 **The Russian Alphabet 2s. 6d.**
Radio **First Year Russian 4s. 0d.**
Let's Go! (Lessons in spoken Russian) **7s. 6d.**
Introduction to Chinese 3s. 6d.
Chinese Pronunciation Practice Record (7" E.P.) **8s. 6d.**

Order through booksellers or direct from BBC Publications, P.O. Box 123, London, W.1. (**Postage and packing** *on one book* 9d., *on two or more books* 6d. each. *On one 12" record* 2s., *on two or more 12" records* 1s. 6d. each. *On one 7" record* 9d.)

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